

In response to businesses who say obtaining written permission before sending advertising faxes is an unnecessary complication of their business, I reply that it actually will make list management simpler and reduce the burden of unjustified lawsuits against legitimate businesses that comply with the law.

With the written permission standard, there is a bright line defining who the sender may or may not transmit an ad to, a crystal clear standard for the court to use when deciding these cases (resulting in faster and more consistent justice), and rock solid evidence for businesses to prove their compliance and defend themselves in court.